UX Research Study — Plan Template

Introduction	● **Title:** Updating the musician booking app ● **Author:** Riona Dsouza, UX designer, rionadsouza30@gmail.com ● **Stakeholders**: musicians, customers who book musicians ● **Date**: 20-05-2021 ● **Project background**: Allegro is a new app on the market. We want to test how the app is doing so far. Whether the users are finding the basic experience good or not? ● **Research goals**: What design problems are you trying to solve for the user and/or the business? How will the results of the research affect your design decisions?
Research questions	● Are customers able to find what they're looking for on Allegro ● How long does a customer take to book a musician ● Is the flow of the app easy to use?
Key Performance Indicators (KPIs)	● conversion rates ● system usability scale (SUS)
Methodology	● India, remote ● Date: 25the May, 2021 ● 2 participants, each completing the study on their own ● Each session will last 30 minutes and will include an introduction, a list of tasks, and a short questionnaire.
Participants	● customers looking to plan an event in the near future ● Users who are busy and want an easy way to book musicians ● Participants include 1 male and 1 female
Script	● Intro: Before we begin, do I have your consent to take both audio and video recordings of this interview? I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong. If you have any questions, please don't hesitate to ask.

This data is being collected to help improve a musician booking app. Your answers will help us make the app easier for people to use.
- Basic questions:

  What kind of city or town do you live in?
  What kind of work do you do?
  Can you talk me through a normal day in your life?
  What kind of event would you use our app for?
  Great! If you're ready, let's move onto the tasks you'll be working on.

- **Prompt 1:** Select and save a musician to your wishlist
  Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of selecting a musician?

- **Prompt 2:** Select a particular "type" of musician.

- **Prompt 3:** Confirm booking of musician and complete the checkout process.
  Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change?

- **Prompt 4:** From the homepage, figure out where you would go to edit your address.

- **Prompt 5:** How did you feel about this musician booking app overall? What did you like and dislike about it?

After the unmoderated usability study
Participants will complete the System Usability Scale
Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
- I think that I would use this app frequently.
- I find the app unnecessarily complex.
- I think the app is easy to use.
- I need the support of a technical person to be able to use this app.
- I find the app easy to navigate.
- There is inconsistency within the app.
- I imagine that most people would learn to use this app quickly.
- I feel confident using the app.
- I need to learn a lot of things before I can start using this app.
- The main user flow is clear.